

IN THE CLAIMS

Please amend the claims as follows:

--1-167. (CANCELLED)

5 168. (PREVIOUSLY AMENDED) A system for displaying programming material to a user, the system comprising:

a printed photograph having at least one machine recognizable feature;

10 a feature recognition unit having associated therewith a means for recognizing said machine recognizable feature and a means for transmitting a coded signal in response to the recognition of said machine recognizable feature;

15 an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and a display unit for presenting said programming material.

20 169. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said feature recognition unit.

170. (ORIGINAL) A system as defined in claim 169 wherein  
said data link comprises an image data link.

171. (ORIGINAL) A system as defined in claim 169 wherein  
5 said data link comprises a video data link.

172. (ORIGINAL) A system as defined in claim 169 wherein  
said data link comprises a programming data link.

10 173. (ORIGINAL) A system as defined in claim 169 wherein  
said data link comprises a sound data link.

174. (ORIGINAL) A system as defined in claim 169 wherein  
said data link comprises an on-line data link.

15 175. (ORIGINAL) A system as defined in claim 169 wherein  
said data link comprises an on-line shopping data link.

176. (ORIGINAL) A system as defined in claim 169 wherein  
20 said data link comprises a pictorial data link.

177. (ORIGINAL) A system as defined in claim 169 wherein  
said data link comprises an electronic data link.

178. (ORIGINAL) A system as defined in claim 169 wherein said data link comprises an electronic media link.

179. (ORIGINAL) A system as defined in claim 169 wherein  
5 said data link comprises an "information superhighway" data link.

180. (ORIGINAL) A system as defined in claim 179 wherein  
10 said "information superhighway" data link comprises the internet.

181. (ORIGINAL) A system as defined in claim 179 wherein  
said "information superhighway" data link comprises the  
world wide web.

15  
182. (ORIGINAL) A system as defined in claim 179 wherein  
said "information superhighway" data link comprises a  
computer network.

20 183. (PREVIOUSLY AMENDED) A system as defined in claim 179  
wherein said "information superhighway" data link comprises  
an integrated service digital network (ISDN).

184. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a telephone line.

5 185. (PREVIOUSLY AMENDED) A system as defined in claim 179 wherein said "information superhighway" data link comprises a cable television CATV line.

186. (ORIGINAL) A system as defined in claim 179 wherein  
10 said "information superhighway" data link comprises a local area network.

187. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a wide  
15 area network.

188. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a data communications network.

20

189. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

190. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a globally based digital communications network.

5 191. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a wireless network link.

192. (ORIGINAL) A system as defined in claim 179 wherein  
10 said "information superhighway" data link comprises a Wireless Application Protocol internet.

193. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises an  
15 ethernet network.

194. (CURRENTLY AMENDED) A system as defined in claim 179 wherein said "information superhighway" data link comprises a radio frequency ("RF") cellular network.

20

195. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

196. (ORIGINAL) A system as defined in claim 195 wherein  
said bar code comprises a Universal Product Code.

197. (ORIGINAL) A system as defined in claim 168 wherein  
5 said at least one machine recognizable feature comprises an  
invisible bar code.

198. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises a  
10 magnetic code.

199. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises a  
printed character.

15 200. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises a  
symbol.

20 201. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises a  
pictorial icon.

202. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises an  
invisible indicia.

5 203. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises a  
two-dimensional figure.

204. (ORIGINAL) A system as defined in claim 168 wherein  
10 said at least one machine recognizable feature comprises an  
icon.

205. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises an  
15 invisible icon.

206. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises a  
watermark.

20

207. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises an  
invisible watermark.

208. (ORIGINAL) A system as defined in claim 207 wherein  
said invisible watermark comprises a digital watermark.

209. (ORIGINAL) A system as defined in claim 168 wherein  
5 said at least one machine recognizable feature comprises a  
series of alphanumeric characters.

210. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises a  
10 binary code.

211. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises a  
digital watermark.

15 212. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises a  
magnetic strip.

20 213. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises a  
code.



214. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping product code.

5 215. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

216. (ORIGINAL) A system as defined in claim 168 wherein  
10 said at least one machine recognizable feature comprises an online shopping service code.

217. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a  
15 home shopping service code.

218. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

20

219. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

220. (ORIGINAL) A system as defined in claim in 168 wherein  
said programming material comprises information.

221. (ORIGINAL) A system as defined in claim 220 wherein  
5 said information comprises information about the  
photographer of said photograph.

222. (ORIGINAL) A system as defined in claim 220 wherein  
said information comprises photograph identification  
10 information.

223. (ORIGINAL) A system as defined in claim 222 wherein  
said photograph identification information comprises the  
date of the photograph.

15 224. (ORIGINAL) A system as defined in claim 222 wherein  
said photograph identification information comprises the  
time of the photograph.

20 225. (ORIGINAL) A system as defined in claim 222 wherein  
said photograph identification information comprises the  
location of the photograph.

226. (ORIGINAL) A system as defined in claim 220 wherein  
said information comprises information about the owner of  
the photograph.

5 227. (ORIGINAL) A system as defined in claim 220 wherein  
said information comprises information about the agency  
representing the photographer.

228. (OFIGINAL) A system as defined in claim 220 wherein  
10 said information comprises information about related  
photographic works.

229. (OFIGINAL) A system as defined in claim 220 wherein  
said information comprises information about purchasing  
15 said photograph.

230. (ORIGINAL) A system as defined in claim 220 wherein  
said information comprises information about obtaining  
licensing rights to utilize said photograph in a printed  
20 medium.

231. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about obtaining licensing rights to utilize said photograph in an electronic medium.

5

232. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about obtaining licensing rights to exhibit said photograph.

10 233. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information related to the subject matter of said photograph.

234. (ORIGINAL) A system as defined in claim 220 wherein  
15 said information comprises information about art galleries exhibiting photographs.

235. (ORIGINAL) A system as defined in claim 220 wherein  
said information comprises information about museums  
20 exhibiting photographs.

236. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about the individuals depicted in said photograph.

237. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about the photography techniques employed in producing said photograph.

5

238. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about the photography equipment employed in producing said photograph.

10

239. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about the developer of said photograph.

15 240. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about the users of the photograph.

20 241. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about the provenance of the photograph.

242. (ORIGINAL) A system as defined in claim 168 wherein said programming material comprises a service.

243. (CURRENTLY AMENDED) A system as defined in claim 242 wherein said service includes displaying promotional programming material on said display unit ~~of said user~~.

5

244. (ORIGINAL) A system as defined in claim 242 wherein said service includes conducting an interaction with said user via a telephone.

10 245. (ORIGINAL) A system as defined in claim 242 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.

246. (ORIGINAL) A system as defined in claim 242 wherein  
15 said service includes establishing a communication link enabling a user to purchase said photograph.

247. (ORIGINAL) A system as defined in claim 242 wherein  
said service includes establishing a communication link  
20 enabling a user to purchase a copy of said photograph.

248. (ORIGINAL) A system as defined in claim 242 wherein said service includes establishing a communication link enabling a user to purchase related photographs.

249. (ORIGINAL) A system as defined in claim 242 wherein said service includes establishing a communication link enabling a user to access a catalog of photographic images.

5 250. (ORIGINAL) A system as defined in claim 242 wherein said service includes establishing a communication link enabling an individual to track the user of said photograph.

10 251. (ORIGINAL) A system as defined in claim 242 wherein said service includes establishing a communication link enabling an organization to track the user of said photograph.

15 252. (CURRENTLY AMENDED) A system as defined in claim 242 wherein said service includes establishing a communication link enabling a user to forward a information about said photographs to others.

20 253. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a personal computer.

254. (ORIGINAL) A system as defined in claim 253 wherein said personal computer comprises a laptop computer.

255. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a television.

256. (ORIGINAL) A system as defined in claim 168 wherein  
5 said display unit comprises a device containing a  
microprocessor.

257. (ORIGINAL) A system as defined in claim 256 wherein  
said device containing a microprocessor is hand-held.

10

258. (ORIGINAL) A system as defined in claim 256 wherein  
said device containing a microprocessor is portable.

259. (ORIGINAL) A system as defined in claim 168 wherein  
15 said display unit comprises a personal digital planner.

260. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises an internet appliance.

20 261. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a cellular telephone.



262. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a wireless communication  
device.

5 263. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a simulated book.

264. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises an intelligent terminal.

10

265. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a web-based television.

266. (ORIGINAL) A system as defined in claim 168 wherein  
15 said display unit comprises a pager.

267. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises an Internet-enabled telephone.

20

268. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said feature recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a  
5 personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

269. (CURRENTLY AMENDED) A system as defined in claim 268 wherein said feature recognition unit is linked to a  
10 personal computer.

270. (CURRENTLY AMENDED) A system as defined in claim 268 wherein said feature recognition unit is linked to a wireless interface.  
15

271. (ORIGINAL) A system as defined in claim 270 wherein said wireless interface comprises a wireless network.

272. (ORIGINAL) A system as defined in claim 271 wherein  
20 said wireless network comprises a cellular network.

273. (ORIGINAL) A system as defined in claim 270 wherein said wireless interface comprises a cellular telephone.

274. (ORIGINAL) A system as defined in claim 270 wherein  
said wireless interface comprises a pager.

275. (ORIGINAL) A system as defined in claim 270 wherein  
5 said wireless interface comprises a wireless personal  
computer.

276. (ORIGINAL) A system as defined in claim 270 wherein  
said wireless interface comprises a personal digital  
10 assistant.

277. (CURRENTLY AMENDED) A system as defined in claim 268  
wherein said feature recognition unit is linked to a  
personal digital assistant.

15 278. (CURRENTLY AMENDED) A system as defined in claim 268  
wherein said feature recognition unit is linked to an  
Internet appliance.

20 279. (CURRENTLY AMENDED) A system as defined in claim 268  
wherein said feature recognition unit is linked to a  
television set.

280. (CURRENTLY AMENDED) A system as defined in claim 268 wherein said feature recognition unit comprises a portion of a cellular telephone.

5 281. (CURRENTLY AMENDED) A system as defined in claim 268 wherein said feature recognition unit comprises a portion of a personal digital assistant.

282. (CURRENTLY AMENDED) A system as defined in claim 268  
10 wherein said feature recognition unit comprises a portion of a remote control unit.

283. (CURRENTLY AMENDED) A system as defined in claim 268 wherein said feature recognition unit comprises a portion  
15 of a handwriting implement.

284. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a photograph;

5 scanning said machine recognizable feature of said photograph; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said photograph.

285. (ORIGINAL) The method of claim 284 wherein said communication link includes the Internet.

15

286. (CURRENTLY AMENDED) The method of claim 284 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon,~~ invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, ~~digital watermark,~~ series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

287. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a photograph, comprising the steps of:

imprinting a machine recognizable feature within said

5 photograph wherein, said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said

10 photograph and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user

15 allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said photograph.

20 288. (ORIGINAL) The method of claim 287 wherein said programming material comprises multimedia.

289. (CURRENTLY AMENDED) The method of claim 287 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character, 5 symbol, ~~icon~~, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark~~, magnetic strip, code, analog pattern, and hieroglyphic character.--